KEEPING PACE WITH THE EVOLVING ROTORCRAFT INDUSTRY

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Helitech International brand evolves as the Vertical Flight Expo & Conference in 2019

16 October 2018 – 2019 will mark a new era for Europe's largest event for the rotorcraft industry as it undergoes a name change to keep pace with the evolving rotorcraft industry. After this year's event closes its doors, Helitech International will assume a new identity as the **Vertical Flight Expo & Conference**, its organisers announced today.

An event for today's operators

The announcement marks a significant step forward in the evolution of the Helitech International brand as it looks to deliver an event that meets the changing needs of rotorcraft operators and the wider industry. The new brand identity will build on its focus of traditional rotorcraft, while expanding to include new technologies and solutions that are enhancing rotorcraft operations and the future of vertical flight. It will continue to be a crucial calendar date for professionals to come together to network, learn and share insights on developments within the industry.

Having recently made the popular decision to relocate to Farnborough International – where exhibitors will be able to drive new business opportunities and networking through more product demonstration opportunities – the organisers continued consulting with key stakeholders and the wider rotorcraft community representing the show's core audience about the legacy of Helitech International and its position in the market. The new name was selected by key stakeholders and demonstrates that Reed Exhibitions is committed to delivering an event for the industry that is here for the long haul.

A showcase of innovation

The Vertical Flight Expo & Conference will continue to showcase innovation in the rotorcraft industry. As it has this year, it will aim to attract more businesses from across the supply chain, providing operators with access to the leading aircraft interiors, avionics and navigation systems, communication equipment, night vision, engines, leasing and regulatory solutions, we well as new

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emerging technologies.

The Vertical Flight Expo & Conference will continue to be backed by the British Helicopter Association – a long standing supporter of the show. It will remain an annual event that alternates between the UK and a strategically important mainland European venue, providing the rotorcraft community with a unique platform to build their businesses through new supplier relationships and a revered educational programme.

Speaking about the announcement, Teresa Heitor, Exhibition Manager, said:
“The evolution of Helitech International follows extensive research and analysis from our exhibitors, visitors and the wider rotorcraft industry. Understanding the needs of the industry has been the cornerstone of this decision, and we’re confident that the Vertical Flight Expo & Conference will help reflect the international and diverse industry we’re working within and deliver against today’s operator requirements. As the industry expands to encompass all forms of vertical flight, from conventional rotorcraft to new VTOL aircraft, it’s important that we deliver an event that will not only facilitate new product demonstrations but cross-industry business partnerships and collaboration.”

To find out more about the Vertical Flight Expo & Conference and to book your stand, please visit http://www.verticalflightexpo.com.

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